

# University of Memphis University Libraries 2009-2010 Information Packet

Faculty Senate Meeting

Sylverna Ford, Ph.D.  
Dean of University Libraries  
sford@memphis.edu

November 9, 2010

Dear Faculty Senators,

I am pleased to present an update on the status of the University Libraries. The University Libraries strives to be a leader in providing access to and managing information resources and services to support teaching, learning, and research for the University of Memphis community. To fulfill this mission, we remain focused on the following goals: 1.) Build, preserve, and support collections that meet the needs of present and future users; 2.) Develop, explore, and implement new information technologies and resources; 3.) Develop and implement strategies that maximize the effectiveness of the integrated library system (ILS); 4.) Develop, promote, and deliver instructional services and resources to meet changing user needs; 5.) Invest in library personnel to enhance their abilities to provide library services and resources; 6.) Collaborate with other units of the University, the urban community, the professional community, the region, and the nation to improve access to information resources; and 7.) Develop and implement marketing and development plans that will enhance visibility and image and increase the resource base of the University Libraries.

In an organization like the University Libraries people are our greatest asset. With the right people in place our services and programs can rise to new heights of excellence. We added five new faculty librarians: Collection Development Librarian - Steven Knowlton; Electronic Resources Librarian – RaShauna Brannon; Interlibrary Loan Librarian – Susan Wood; Learning Commons Coordinator – Dr. Pam Dennis; and Web Services Librarian – Yue ( Julie) Xu. We filled three staff vacancies during the year. Barbara Thomas, Instructional Services Assistant; Kristen Buck, receptionist in the Dean’s office; and Brigitte Billeaudeau, Library Assistant in Special Collections. We increased the number of graduate assistant positions within the Libraries from 3 to 6 and we increased our number of student workers. We are delighted that these individuals have joined us. Their presence greatly enhances our ability to achieve our mission.

During this year we placed special emphasis on five key areas: user instruction; increased visibility; enhanced access to collections; improved learning environment; and personnel development. The data in this report provide a snapshot look at the events and activities of the fiscal year that ended on June 30, 2010. Unless otherwise indicated the data reported are for 2009/2010. This summary is designed to answer some of the frequently asked questions about the University Libraries and is not intended to be a comprehensive report.

If you have questions or want more information on any of the items mentioned herein, please do not hesitate to contact me. I welcome your questions and comments.

Sincerely,

Sylverna Ford, PhD  
Dean of University Libraries

## User Instruction

As library collections become increasingly complex, it is critically important that library users learn how to make the best use of available information resources. Toward that end, we encourage faculty to bring their classes to the library for formal or informal instruction.

In 2009/2010 Library faculty and staff conducted 469 Individual and group instruction sessions. The specific breakdown of the sessions is as follows:

- 398 - group instruction sessions
- 65 - individual sessions
- 6 - group tours
- 469 - Total Sessions

7,809 – Participants served by these sessions

This total represents a 3% increase over last year, in number of sessions. While we are pleased with the increase in sessions offered during this past year, there is still room for growth in this area. In addition to general instruction sessions, library faculty are available to tailor a session for specific classes or assignments. For more information on instruction or to arrange an instruction session visit our website or call x8204.

## The Library as Place

McWherter Library has been extremely busy since the creation of the Learning Commons. As was expected, when the new University Center opened in the spring, we saw a drop in the headcount in McWherter Library. The drop was due in part to the fact that the first floor Commons Room is no longer available on a 24/7 basis. The entire building returned to standard library hours while the Technology Hub in the UC assumed the role of being the 24/7 study space. *In spite of that, the overall drop in headcount for McWherter Library was only 2%.*

The Library continues to be very busy. The computers are being used heavily but so too are the study tables and carrels. Students indicate that they like the quiet spaces available in the library, the ability to spread their work out, and the overall study atmosphere of the building.

McWherter Library Gate Count - Persons Leaving									
Month	2005/06	2006/07	% change	2007/08	% change	2008/09	% change	2009/10	%change
July	20,165	14,082	-30%	24,872	77%	27,017	9%	29,102	8%
Aug	20,784	23,071	11%	33,527	45%	36,188	8%	26,618	-26%
Sept	47,321	51,048	8%	66,649	31%	82,119	23%	79,713	-3%
Oct	47,205	50,148	6%	67,516	35%	74,902	11%	88,546	18%
Nov	45,318	52,311	15%	62,790	20%	67,824	8%	78,270	15%
Dec	26,526	29,865	13%	29,726	-0.47%	36,025	21%	47,264	31%
Jan	24,053	36,532	52%	37,725	3%	35,630	-6%	37,436	5%
Feb	37,445	51,548	38%	57,747	12%	64,738	12%	68,312	6%
March	37,977	47,029	24%	50,354	7%	61,677	22%	54,653	-11%
April	37,412	61,801	65%	69,765	13%	76,868	10%	62,680	-18%
May	12,323	17,569	43%	15,736	-10%	28,429	81%	19,655	-31%
June	10,827	25,815	138%	40,680	58%	28,457	-30%	17,847	-37%
Total	367,356	460,819	25%	557,087	21%	619,874	11%	610,096	-2%

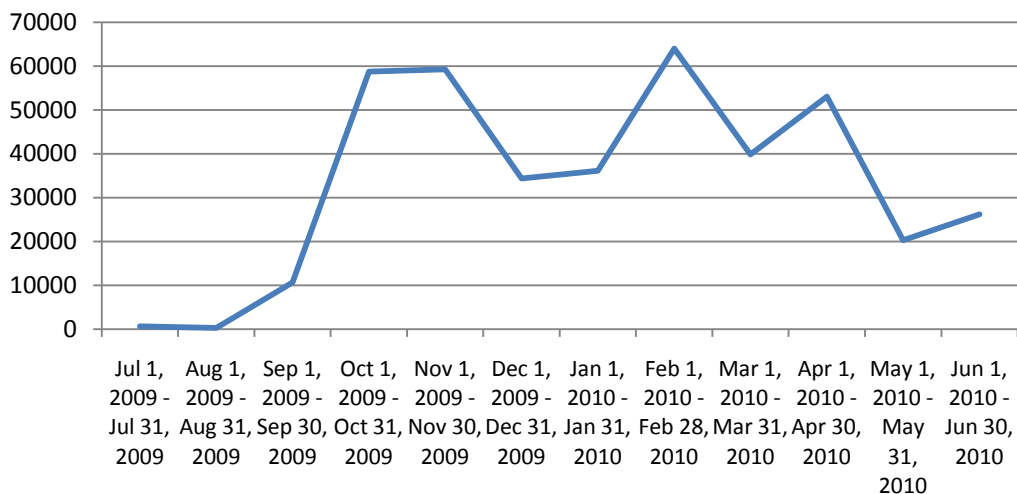
# The Libraries' Virtual Presence

The Libraries website was migrated to the Luminous platform. It is a huge website consisting of 23 sites and a total of 378 pages. It includes 264 PDF documents and 55 documents in other formats. It is used not only by students and faculty in this region but also by people from 46 different countries.

•**July 01 – Dec 31, 2009:** The library's main page was viewed 164,000 times (an average of 891 hits per day). Among the 9,731 viewed web pages hosted by the University of Memphis, it was ranked number nine (9).

•**July 01 2009 – June 30 2010:** Total hits of 403,488 times. Top 7 among 18,699 viewed pages. Average: 1,105 times per day

### Library Main Page Hits By Month

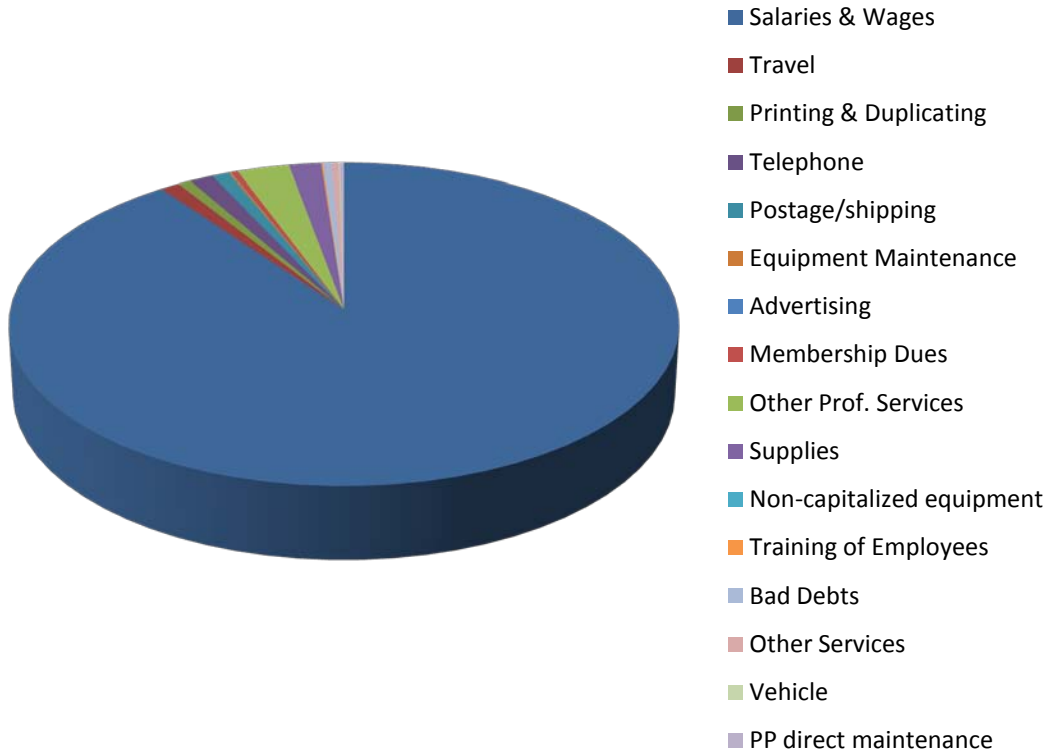


Our website is an important information resource and a point of contact for library users.

# Budget Overview – Operating Budget

Category	2005/06	2006/07	2007/08	2008/09	2009/10
Salaries & Wages	\$ 3,109,918	3,023,366	3,069.00	3,015,812.00	2,529,167.00
Travel	\$ 34,976	53,666	40,193.00	42,413.00	67,466.00
Printing & Duplicating	\$ 24,410	42,825	17,459.00	20,937.00	15,429.00
Telephone	\$ 43,515	44,808	45,837.00	48,794.00	48,534.00
Postage/shipping	\$ 31,020	16,773	26,348.00	42,059.00	48,046.00
Equipment Maintenance	\$ 4,827	51,253	53,317.00	41,324.00	82,829.00
Advertising	\$ 875	1,049	1,105.00	200.00	1,452.00
Membership Dues	\$ 11,620	5,350	6,367.00	6,476.00	2,979.00
Other Prof. Services	\$ 95,186	101,557	69,736.00	76,279.00	83,815.00
Supplies	\$ 58,654	37,816	44,060.00	19,534.00	14,533.00
Non-capitalized equipment	\$ -	31,876	33,958.00	4,600.00	1,398.00
Training of Employees	\$ 3,280	9,325	7,062.00	2,107.00	1,909.00
Bad Debts	\$ 15,803	22,961	27,965.00	17,415.00	-
Other Services	\$ 12,729	3,083	2,337.00	2,105.00	2,428.00
Vehicle	\$ 2,056	827	3,405.00	650.00	89.00
PP direct maintenance	\$ 7,424	5,823	3,494.00	2,851.00	2,992.00
Total	\$ 3,456,293	\$ 3,452,358	\$ 385,712	\$ 3,343,556	\$ 2,903,066

The largest portion of the operating budget goes toward salaries and wages for faculty, staff, graduate assistants, and student assistants.

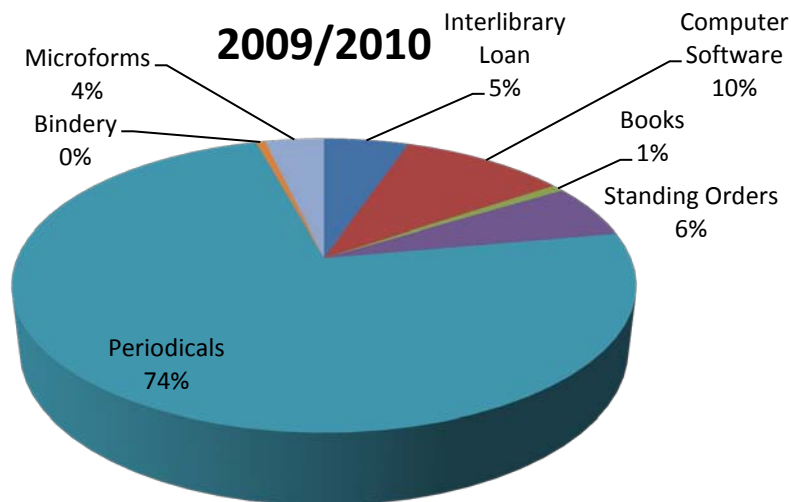


# Materials Budget

## 5 year summary – allocated E&G funds

	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
Interlibrary Loan	51,634	28,893	34,009	34,457	154,097
Computer Software	36,661	177,679	256,610	117,835	301,155
Books	101,613	343,377	78,966	29,441	21,888
Standing Orders	266,407	268,880	296,651	279,081	172,970
Periodicals	2,372,982	2,436,490	2,441,757	2,640,096	2,160,069
Bindery	31,195	55,105	50,000	9,368	16,616
Microforms	117,874	112,194	96,322	103,356	107,336
<b>Total</b>	<b>2,978,366</b>	<b>3,422,618</b>	<b>3,254,315</b>	<b>3,213,634</b>	<b>2,934,131</b>

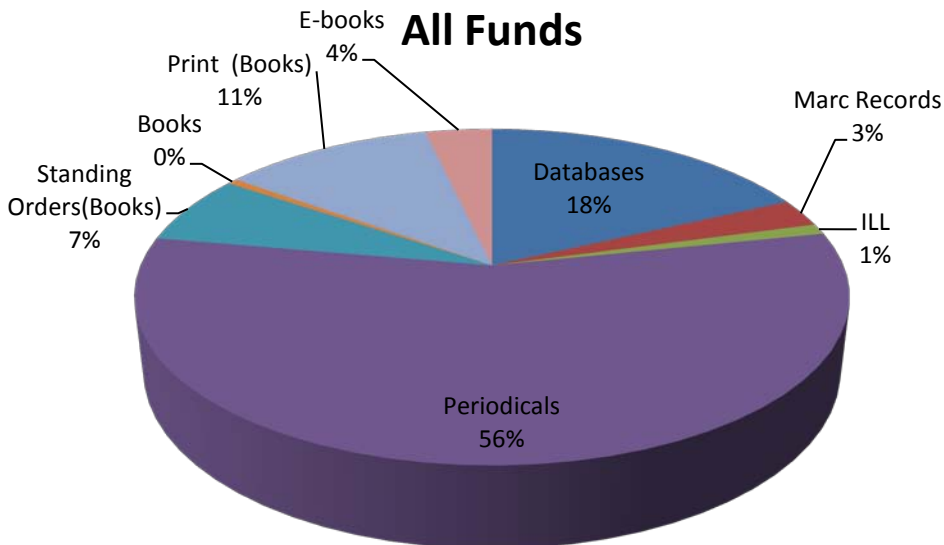
Subscriptions to print and electronic resources consume more and more of the materials budget each year. The inflation rate on subscriptions averages 10-12% each year.



# Total 2009/10 Expenditures for Library Collections

Category	Amount	%
Databases	\$751,155	18%
Marc Records	\$112,000	3%
ILL	\$42,097	1%
Periodicals	\$2,333,039	58%
Standing Orders(Books)	\$279,081	7%
Books	\$21,888.00	1%
Print (Books)	\$474,730	11%
E-books	\$150,270.00	4%
Total	\$4,288,212	100%

These data include \$625,000 in MOE funding and \$450,000 in TAF funding.



MOE – Maintenance of Effort  
TAF- Technology Access Fee

## ASERL - The Association of SouthEastern Research Libraries

Institution	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009
Florida International	12,784,283	12,509,732	14,345,727	15,447,956	15,152,616
George Mason	12,649,353	13,606,193	14,290,176	15,762,601	17,707,816
Georgia State	10,906,711	11,053,619	11,484,290	11,991,470	10,338,424
U of Alabama	13,587,699	14,868,525	15,501,146	16,623,179	17,430,914
U of Louisville	17,109,658	18,493,616	19,275,564	19,154,127	19,533,057
U of Memphis	8,319,005	8,205,332	8,900,747	8,619,172	8,613,654
U of S. Carolina	18,349,790	20,422,352	20,943,404	19,742,585	19,284,992
Va Commonwealth	12,113,202	13,989,336	14,158,202	15,124,611	14,773,425
UT Knoxville	21,871,411	28,750,001	22,810,227	23,556,230	23,515,581

Total library expenditures among our funding peer institutions that are also members of ASERL.

One of the criteria used to establish our eligibility for membership in ASERL is total annual expenditure on library support. We fell short of the required threshold in 2005 and were thus placed on probation. Following a review of total institutional expenditures in support of the library, we submitted revised statistics for fiscal years 06 and 07. The revised information was sufficient to end our original probation; however, our 2008 expenditures fell below the threshold and we were placed back on probation. Although we are currently on probation; I am hopeful that our 2009/2010 expenditures will be sufficient to meet the new threshold and have our probation lifted. The new threshold will not be known until fy10 data are compiled by ASERL in February 2011.

Year	ASERL Threshold	U Memphis	Difference
2007	\$ 8,785,221	\$ 8,900,747	\$115,526
2008	\$ 9,009,036	\$ 8,619,072	\$389,964
2009	\$ 8,946,571	\$ 8,613,654	\$332,917

## Our Collections

As a research library, our collections are highly diverse. We have materials in just about every imaginable format. While we are most often associated with traditional print collection, we also have a significant number of electronic resources. The traditional collections and the newer materials compliment and support one another. Our collection of electronic resources is steadily growing, and we currently provide access to the following mix of online publications:

172 databases

78,951 unique journal titles

87,948 unique e-books

Many of these titles are included in discipline-specific collections such as:

- Anthropology
- Arts & Sciences
- Civil and Environmental Engineering
- Earth and Environmental Science
- Ecology and Botany
- Electrical and Electronic Engineering
- Green Technology
- Health and General Sciences
- Mechanical Engineering and Materials
- Nursing

Regardless of format, our major challenge is to provide bibliographic records that facilitate the discovery process so the researcher can find the materials he/she needs. Many of the electronic titles already appear in our catalog, others are being added routinely.

# Collaborative Agreements

Collaboration has been a part of the way we do business for many years. We participate in collaborative agreements on the local, state, and national levels. Because of our various cooperative arrangements our overall buying power is significantly increased. We are able to accomplish a lot more than we could on our own.

Some of the cooperative groups in which we participate are listed below. One of our most long term affiliations is with ASERL; we became a member in 1956.

- ASERL (1956) ) - Regional, academic libraries group subscriptions; ILL (Interlibrary loan); joint projects; staff development
- Lyris (1973 )– Multi-regional; multi-type libraries group subscriptions; training;
- MALC ( 1973)– Memphis Area Library Council- Local multi-type staff development; reciprocal borrowing
- OCLC (1973 ) – Multi-type Libraries Worldwide- Worldcat; ILL; cataloging utility
- TBR Libraries (40+ years) – group subscriptions; resource sharing; RODP support
- TennShare ( 1992 ) – Multi-type TN libraries – group subscriptions primarily to electronic resources
- WeTALC ( 1988)– West Tennessee Academic Library Consortium- both public and private academic libraries in this area.